

Vilma Todri

Assistant Professor of Information Systems & Operations Management at Emory University, Goizueta Business School

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Biography

Vilma received her Ph.D. from Leonard N. Stern School of Business at New York University in 2016. Prior to joining the Stern Ph.D. program, Vilma worked for Google where she was developing integrated cross-platform advertising strategies for large business clients that partnered with Google. She earned the country manager award for developing a sustainable high performing marketing strategy. She has also co-founded a tech start-up that introduced a new business model in the market and earned angel investors' funding.

Vilma's research agenda has been inspired by the profound impact of Internet-related technologies on how consumers conduct research about products, make purchases and interact with brands nowadays as well as how firms leverage such technologies to create business value. She is especially interested in areas related to digital strategy, digital marketing, social media, and consumer behavior in technology-mediated environments. She employs state of the art methodologies that lie in the intersection of quantitative modeling, experimental research designs, and machine learning.

Vilma's research has been published at various premier venues such as Management of Information Systems Quarterly (MISQ), Information Systems Research (ISR), ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD), International Conference of Information Systems (ICIS), the Workshop on Information Systems and Economics (WISE), Conference on Information Systems and Technology (CIST), and ACM Conference on Recommender Systems (RecSys). Her research has also been nominated for various awards, such as the INFORMS CIST best conference paper award and the INFORMS best student paper award on social media analytics.

Vilma holds a Bachelor's degree in Management Science and Technology from Athens University of Economics and Business where she graduated maxima cum laude achieving the highest GPA score in the history of the department. Throughout her studies, Vilma has been the recipient of many academic awards including a Fulbright Scholarship and multiple Greek State Scholarship Foundation awards.

Areas of Expertise

Economics and Machine Learning, Digital Advertising, Digital Strategy, Online Consumer Behavior, Social Media

Education

New York University

Ph.D. Information Systems

Athens University of Economics and Business

Bachelor's degree

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